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1989 TELEVISION EMPLOYEE COMPENSATION AND FRINGE BENEFITS REPORT

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Methods

Questionnaires requesting salary and fringe benefits information were mailed to all U.S. commercial television stations in May 1989. Of these 1066 stations, 540 stations completed the survey resulting in a response rate of 50.7%.

From the information collected, 20 tables have been prepared based on revenue categories, station type (affiliated, independent), and ADI rank. Information regarding these categorizations were requested in the survey.

Respondents were given the following instructions to fill out the employee compensation information.

Fill in only those jobs which exist at your station. Where duties of two classifications may be combined at your station, classify this person by major responsibility.

Base Salary. The base salary for each department head and support staff should be the annual compensation level as of March 31, 1989. For sales personnel only, the annual compensation should be the 12 months of April 1, 1988 to March 31, 1989.

Starting Annual Salary. The starting annual salaries are for new employees with little or no experience.

Bonus. The bonus paid to each of the department heads should be for the period of April 1, 1988 through March 31, 1989.

Number of Fulltime Employees. Fulltime is defined as employees working 30 hours or more a week. At radio-television stations, employees working in both radio and television will be included only if they regularly work 30 hours or more a week in television.

Fringe Benefits. Report fringe benefits offered to majority of employees.

Each table contains the average and median base salary for 15 different department heads as well as their average and median annual bonus. Also included in each table are average, median, and average starting salaries for 17 different support staff positions. Definitions of these support staff positions can be found on page 42.

Average and median compensation for sales staff as well as the percent of stations using each of eight different compensation methods also are found in each table. The final area covered in each table is fringe benefits information including average number of paid holidays and paid sick days as well as the amount of vacation offered.

Two items within the tables merit special attention. The first, N/R, signifies that no stations responded to that category. Second, the average bonus is the average for all reported department heads whether they received a bonus or not. When the median bonus is 0 it signifies that at least half of the stations responding with a salary figure did not pay a bonus to that position during the past year.

Table I — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	103,316	18,548	91,600	10,000
Asst. General Manager/Station Manager	70,662	6,524	60,046	0
Operations Manager	42,988	1,654	38,750	0
Program Director	41,326	1,449	35,880	0
Director of Engineering/Chief Engineer	44,157	1,217	42,000	0
News Director	51,150	2,008	44,519	0
Marketing Director	50,805	5,092	46,000	0
Promotion/Publicity Director	32,484	852	29,340	0
Production Manager	32,213	840	30,000	0
Business Manager/Controller	40,302	1,761	38,000	0
Traffic Manager/Supervisor	25,209	313	23,000	0
Community/Public Affairs Director	29,452	591	27,000	0
Art Director	27,870	99	25,490	0
Research Director	33,355	645	30,000	0
Human Resources Director	36,215	802	32,656	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	9	20,776	18,000	15,909
Maintenance Technician	4	26,649	25,700	20,792
Technical Director	4	23,357	20,800	18,853
Floor Director	3	21,300	19,359	16,434
Film/Tape Editor	2	20,292	17,757	15,961
Film Director	1	22,168	21,300	17,388
News Anchor	4	52,284	38,130	29,735
News Producer	4	23,977	22,960	19,659
News Reporter	7	25,647	20,570	18,630
News Photographer	8	20,623	17,800	16,215
Sportscaster	2	39,561	30,000	24,787
Weathercaster	2	42,705	32,898	26,337
Assignment Editor	2	25,847	25,040	20,749
Production Assistant	3	15,725	15,000	13,576
Producer/Director	4	24,351	22,424	19,230
Staff Artist	2	21,345	20,400	17,791
Traffic/Computer Operator	3	15,844	15,161	13,360

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	42,757	84,334	66,206	68,002	34,362
Median	40,000	80,000	63,000	67,000	30,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	3	6	35
Salary & Bonus	2	40	38	40	21
Straight Com.	29	3	4	5	4
Draw Against Com.	34	4	4	4	3
Salary & Com.	15	21	26	23	26
Salary, Bonus & Com.	10	24	22	19	7
Straight Com. w/bonus	9	1	2	1	0
Other	1	0	0	1	3

BENEFITS

Paid Sick Days (average) 9 Accumulate? Yes 43% No 57%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	4

Paid Holidays (average) 8

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	49	0	50	1
	Dependents	12	21	67	1
Surgical Benefits:	Employee	49	1	49	1
	Dependents	12	21	66	1
Major Medical:	Employee	50	1	49	1
	Dependents	12	20	66	1
H.M.O.:	Employee	15	1	29	55
	Dependents	3	7	35	55
Dental:	Employee	33	7	37	24
	Dependents	11	19	47	23
Vision:	Employee	9	2	11	78
	Dependents	4	3	13	80
Disability:	Short Term	47	3	14	36
	Long Term	46	10	20	24
Accidental Death:	Employee	65	8	18	9
	Dependents	15	17	16	52
Group Life:	Employee	68	3	24	4
	Dependents	16	15	18	51
Pension Plan		43	1	4	52
Profit Sharing		20	0	5	76
401-K Plan		6	9	38	48
Employee Stock Option Plan		5	4	5	86
Education/Career Development					
Tuition Reimbursement		27	1	26	46
Workshops, Seminars etc.		68	1	7	24

Table II
Revenue Size Over $20 Million — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	163,536	36,731	150,000	25,000
Asst. General Manager/Station Manager	110,112	13,110	101,300	9,425
Operations Manager	67,879	3,854	65,835	500
Program Director	67,969	3,637	66,000	1,000
Director of Engineering/Chief Engineer	63,413	3,485	60,450	739
News Director	86,409	6,501	87,700	2,075
Marketing Director	69,419	9,539	59,500	2,100
Promotion/Publicity Director	52,942	2,574	50,287	0
Production Manager	47,809	1,966	46,488	0
Business Manager/Controller	60,473	3,936	60,000	0
Traffic Manager/Supervisor	36,099	837	33,850	0
Community/Public Affairs Director	41,771	1,594	40,000	0
Art Director	38,593	231	37,000	0
Research Director	39,817	1,366	40,000	0
Human Resources Director	44,436	1,601	40,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	19	32,303	32,325	22,302
Maintenance Technician	8	37,123	36,500	29,391
Technical Director	6	34,914	34,663	28,917
Floor Director	3	27,305	24,553	20,278
Film/Tape Editor	5	29,263	28,000	21,924
Film Director	1	30,699	29,484	23,749
News Anchor	5	114,499	100,000	50,178
News Producer	7	33,596	32,189	26,583
News Reporter	11	48,485	42,374	30,830
News Photographer	16	32,839	32,000	24,350
Sportscaster	2	80,917	63,500	41,087
Weathercaster	2	80,855	65,050	40,370
Assignment Editor	3	32,252	32,033	24,471
Production Assistant	3	17,562	16,640	16,262
Producer/Director	5	36,127	34,787	28,143
Staff Artist	3	26,810	26,500	22,848
Traffic/Computer Operator	5	19,179	18,621	16,233

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	9				
Annual Compensation ($)					
Average	62,405	118,255	93,669	86,760	47,866
Median	59,750	114,000	90,000	84,700	46,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	2	4	13
Salary & Bonus	4	61	62	60	40
Straight Com.	31	2	2	3	7
Draw Against Com.	33	0	0	0	7
Salary & Com.	8	9	15	14	20
Salary, Bonus & Com.	14	21	17	20	7
Straight Com. w/bonus	11	0	1	0	0
Other	0	0	0	0	7

BENEFITS

Paid Sick Days (average) 9 Accumulate? Yes 42% No 58%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	4	4

Paid Holidays (average) 8

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	38	1	61	0
	Dependents	11	6	83	0
Surgical Benefits:	Employee	37	2	61	0
	Dependents	11	6	83	0
Major Medical:	Employee	36	2	61	0
	Dependents	10	7	83	0
H.M.O.:	Employee	22	1	58	19
	Dependents	2	3	76	19
Dental:	Employee	33	7	56	5
	Dependents	8	13	75	5
Vision:	Employee	9	3	21	66
	Dependents	5	3	21	71
Disability:	Short Term	57	0	11	31
	Long Term	54	11	30	5
Accidental Death:	Employee	67	16	15	1
	Dependents	15	26	12	47
Group Life:	Employee	69	0	31	0
	Dependents	17	20	22	41
Pension Plan		75	1	8	15
Profit Sharing		13	0	10	77
401-K Plan		4	7	62	27
Employee Stock Option Plan		7	8	14	71
Education/Career Development					
Tuition Reimbursement		39	1	38	22
Workshops, Seminars etc.		76	0	10	15

Table III
Revenue Size $10 - $20 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	131,390	22,673	121,000	20,000
Asst. General Manager/Station Manager	81,817	3,623	72,000	0
Operations Manager	55,093	2,010	49,136	0
Program Director	46,770	1,989	46,000	0
Director of Engineering/Chief Engineer	49,435	1,544	48,840	0
News Director	58,498	1,805	57,220	0
Marketing Director	50,342	3,836	48,960	0
Promotion/Publicity Director	36,981	987	37,492	0
Production Manager	36,325	880	35,375	0
Business Manager/Controller	46,241	2,633	45,750	0
Traffic Manager/Supervisor	28,990	312	28,000	0
Community/Public Affairs Director	29,266	301	27,000	0
Art Director	27,252	18	26,832	0
Research Director	30,425	89	28,650	0
Human Resources Director	32,929	198	32,250	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	11	25,096	22,290	19,720
Maintenance Technician	4	30,148	29,687	22,610
Technical Director	4	24,558	23,300	18,840
Floor Director	2	21,178	20,020	17,427
Film/Tape Editor	2	20,827	18,661	16,630
Film Director	1	24,460	23,630	20,312
News Anchor	4	58,473	54,080	35,572
News Producer	4	25,143	24,600	19,919
News Reporter	7	27,458	26,900	20,369
News Photographer	9	22,114	21,528	17,177
Sportscaster	2	41,561	39,460	29,362
Weathercaster	2	48,012	43,167	32,086
Assignment Editor	2	27,086	26,700	22,587
Production Assistant	4	17,042	16,495	14,516
Producer/Director	4	26,482	25,000	20,882
Staff Artist	1	21,590	21,903	17,797
Traffic/Computer Operator	3	17,692	16,823	15,495

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation ($)					
Average	51,467	97,157	74,632	72,393	43,130
Median	48,259	90,785	74,500	67,600	38,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	4	5	5	25
Salary & Bonus	4	46	43	44	25
Straight Com.	37	3	5	5	5
Draw Against Com.	35	4	7	9	0
Salary & Com.	13	19	19	18	35
Salary, Bonus & Com.	7	23	20	20	10
Straight Com. w/bonus	4	0	0	0	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **9** Accumulate? Yes **41%** No **59%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **8**
(average weeks)	2	2	2	3	3	4	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	45	0	52	3
	Dependents	16	14	66	3
Surgical Benefits:	Employee	44	0	52	4
	Dependents	16	13	66	4
Major Medical:	Employee	47	0	53	0
	Dependents	18	14	67	1
H.M.O.:	Employee	14	1	41	44
	Dependents	4	9	44	44
Dental:	Employee	39	8	40	13
	Dependents	19	16	51	14
Vision:	Employee	11	2	12	74
	Dependents	7	2	14	76
Disability:	Short Term	55	4	13	28
	Long Term	51	18	21	10
Accidental Death:	Employee	66	10	15	9
	Dependents	11	21	14	53
Group Life:	Employee	74	0	24	2
	Dependents	13	22	16	49
Pension Plan		53	0	3	44
Profit Sharing		22	0	5	73
401-K Plan		4	7	44	44
Employee Stock Option Plan		4	6	9	81
Education/Career Development					
Tuition Reimbursement		28	2	28	41
Workshops, Seminars etc.		74	0	5	20

Table IV
Revenue Size $ 6 - $10 Million — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	96,738	15,956	90,500	12,667
Asst. General Manager/Station Manager	60,414	8,180	51,025	1,438
Operations Manager	41,647	1,743	42,400	0
Program Director	35,406	554	33,000	0
Director of Engineering/Chief Engineer	43,112	961	42,846	0
News Director	46,668	1,098	44,200	0
Marketing Director	40,867	2,223	34,024	0
Promotion/Publicity Director	27,948	393	26,800	0
Production Manager	33,288	600	33,150	0
Business Manager/Controller	38,841	1,334	39,150	0
Traffic Manager/Supervisor	23,380	136	22,315	0
Community/Public Affairs Director	25,185	214	23,500	0
Art Director	21,640	79	21,808	0
Research Director	23,180	0	23,100	0
Human Resources Director	27,086	50	27,750	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	8	18,860	17,297	14,364
Maintenance Technician	4	25,584	26,000	18,904
Technical Director	3	20,899	19,449	16,902
Floor Director	2	16,926	15,550	13,257
Film/Tape Editor	1	17,286	16,835	13,296
Film Director	1	19,070	18,600	14,606
News Anchor	4	39,496	38,358	27,965
News Producer	3	21,399	20,914	17,946
News Reporter	6	21,108	20,494	16,673
News Photographer	7	18,160	17,273	14,160
Sportscaster	2	31,567	29,050	22,531
Weathercaster	2	34,275	31,524	23,979
Assignment Editor	1	25,627	25,500	20,495
Production Assistant	3	16,555	15,900	13,979
Producer/Director	4	22,307	21,608	17,747
Staff Artist	1	17,940	17,770	15,091
Traffic/Computer Operator	3	15,299	15,000	12,524

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	40,670	75,648	59,021	56,460	22,537
Median	40,000	74,588	60,000	56,097	20,030

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	4	7	50
Salary & Bonus	0	36	32	28	11
Straight Com.	34	4	7	10	6
Draw Against Com.	31	4	6	5	6
Salary & Com.	14	20	30	26	17
Salary, Bonus & Com.	6	27	16	19	6
Straight Com. w/bonus	13	4	4	5	0
Other	1	0	0	0	6

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **46%** No **54%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	4	4

Paid Holidays (average) **7**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	46	0	54	0
	Dependents	15	15	69	0
Surgical Benefits:	Employee	44	0	56	0
	Dependents	14	15	70	0
Major Medical:	Employee	44	0	56	0
	Dependents	14	16	70	0
H.M.O.:	Employee	12	0	26	62
	Dependents	3	8	26	63
Dental:	Employee	32	7	40	21
	Dependents	9	19	52	21
Vision:	Employee	11	2	10	77
	Dependents	5	3	11	81
Disability:	Short Term	49	3	14	34
	Long Term	59	7	20	14
Accidental Death:	Employee	68	7	16	8
	Dependents	18	17	13	52
Group Life:	Employee	71	5	24	0
	Dependents	18	14	18	50
Pension Plan		52	0	4	43
Profit Sharing		29	0	2	69
401-K Plan		12	11	40	37
Employee Stock Option Plan		7	5	5	84
Education/Career Development					
Tuition Reimbursement		33	0	27	40
Workshops, Seminars etc.		74	1	9	16

Table V
Revenue Size $ 4 - $6 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	85,764	17,333	79,500	10,000
Asst. General Manager/Station Manager	57,878	3,346	55,000	0
Operations Manager	34,784	1,837	31,400	0
Program Director	30,906	770	29,186	0
Director of Engineering/Chief Engineer	39,345	675	37,359	0
News Director	37,547	447	36,320	0
Marketing Director	40,110	8,667	34,700	0
Promotion/Publicity Director	24,789	258	23,525	0
Production Manager	26,380	358	26,000	0
Business Manager/Controller	33,394	751	32,100	0
Traffic Manager/Supervisor	21,157	98	20,000	0
Community/Public Affairs Director	20,630	108	20,280	0
Art Director	19,999	43	19,000	0
Research Director	20,000	0	20,000	0
Human Resources Director	21,955	27	21,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	6	17,520	16,746	13,906
Maintenance Technician	3	23,886	23,310	18,210
Technical Director	4	17,783	17,900	13,916
Floor Director	2	16,985	17,618	14,198
Film/Tape Editor	1	14,716	14,000	11,821
Film Director	1	17,426	18,000	14,273
News Anchor	3	29,002	29,000	21,959
News Producer	2	18,009	16,960	15,106
News Reporter	6	17,235	16,832	14,371
News Photographer	4	14,977	14,700	12,866
Sportscaster	2	24,092	23,020	17,775
Weathercaster	1	25,983	25,000	18,849
Assignment Editor	1	21,534	20,900	17,839
Production Assistant	3	14,703	14,560	12,376
Producer/Director	3	18,836	18,000	15,014
Staff Artist	1	16,044	15,000	12,994
Traffic/Computer Operator	2	14,533	14,375	12,015

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	37,242	70,302	51,943	51,230	30,558
Median	35,000	68,417	50,000	51,000	37,100

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	6	2	0	100
Salary & Bonus	0	32	27	32	0
Straight Com.	32	3	0	0	0
Draw Against Com.	35	4	4	3	0
Salary & Com.	14	25	35	42	0
Salary, Bonus & Com.	5	29	33	19	0
Straight Com. w/bonus	12	0	0	3	0
Other	1	0	0	0	0

BENEFITS

Paid Sick Days (average) 10 Accumulate? Yes 42% No 58%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	4

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	53	1	46	0
	Dependents	9	34	57	0
Surgical Benefits:	Employee	53	1	45	0
	Dependents	9	34	57	0
Major Medical:	Employee	53	1	45	0
	Dependents	9	34	57	0
H.M.O.:	Employee	10	0	19	71
	Dependents	1	6	22	71
Dental:	Employee	26	6	29	39
	Dependents	8	19	34	39
Vision:	Employee	1	1	8	89
	Dependents	1	1	8	89
Disability:	Short Term	46	1	16	36
	Long Term	48	4	15	33
Accidental Death:	Employee	71	5	18	5
	Dependents	14	16	10	59
Group Life:	Employee	74	5	20	1
	Dependents	13	10	10	67
Pension Plan		31	3	1	65
Profit Sharing		16	0	1	82
401-K Plan		6	10	25	60
Employee Stock Option Plan		6	3	0	91
Education/Career Development					
Tuition Reimbursement		20	1	28	51
Workshops, Seminars etc.		72	1	6	21

Table VI
Revenue Size $ 2 - $4 Million — All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	73,249	11,685	73,715	8,000
Asst. General Manager/Station Manager	48,232	3,784	50,250	0
Operations Manager	31,495	324	32,314	0
Program Director	25,315	287	25,000	0
Director of Engineering/Chief Engineer	35,781	323	35,000	0
News Director	33,447	528	31,200	0
Marketing Director	32,850	800	28,000	0
Promotion/Publicity Director	21,304	102	20,000	0
Production Manager	24,034	451	22,840	0
Business Manager/Controller	29,031	483	28,000	0
Traffic Manager/Supervisor	19,740	88	19,000	0
Community/Public Affairs Director	19,990	70	18,000	0
Art Director	17,169	8	16,350	0
Research Director	18,050	0	18,050	0
Human Resources Director	19,250	0	19,250	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	5	14,343	13,650	12,056
Maintenance Technician	2	21,018	20,085	17,459
Technical Director	2	17,225	15,000	14,671
Floor Director	2	14,089	13,047	12,044
Film/Tape Editor	1	14,858	14,300	12,837
Film Director	1	14,606	14,000	12,274
News Anchor	3	23,861	22,545	18,027
News Producer	2	17,529	16,000	15,543
News Reporter	5	15,103	14,393	13,211
News Photographer	3	14,060	13,017	12,141
Sportscaster	2	20,058	18,500	15,511
Weathercaster	1	21,969	20,000	16,131
Assignment Editor	1	18,860	18,200	15,303
Production Assistant	2	14,225	13,500	12,213
Producer/Director	2	17,159	16,500	13,728
Staff Artist	1	15,800	14,515	13,273
Traffic/Computer Operator	2	13,558	13,000	11,665

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	31,989	65,683	50,665	44,633	23,433
Median	28,675	62,128	50,000	41,656	21,916

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	4	1	6	40
Salary & Bonus	2	33	21	21	10
Straight Com.	18	0	1	9	0
Draw Against Com.	41	8	6	6	0
Salary & Com.	17	31	33	33	40
Salary, Bonus & Com.	13	23	34	18	10
Straight Com. w/bonus	6	0	1	0	0
Other	2	1	1	6	0

BENEFITS

Paid Sick Days (average) **9** Accumulate? Yes **42%** No **58%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	54	0	45	1
	Dependents	4	29	65	2
Surgical Benefits:	Employee	55	0	44	1
	Dependents	4	29	66	1
Major Medical:	Employee	55	0	44	1
	Dependents	5	28	64	3
H.M.O.:	Employee	12	1	12	75
	Dependents	2	5	16	77
Dental:	Employee	30	4	30	35
	Dependents	8	20	40	33
Vision:	Employee	7	1	9	84
	Dependents	3	3	11	82
Disability:	Short Term	32	4	15	49
	Long Term	23	10	19	48
Accidental Death:	Employee	58	4	22	16
	Dependents	12	14	24	49
Group Life:	Employee	59	5	23	13
	Dependents	13	14	22	51
Pension Plan		19	0	2	79
Profit Sharing		17	1	4	77
401-K Plan		4	10	30	56
Employee Stock Option Plan		3	1	0	95
Education/Career Development					
Tuition Reimbursement		16	0	20	64
Workshops, Seminars etc.		54	0	7	40

Table VII
Revenue Size Under $2 Million

All Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	55,136	3,416	54,000	0
Asst. General Manager/Station Manager	34,533	3,364	33,480	750
Operations Manager	26,574	0	25,999	0
Program Director	23,805	66	22,000	0
Director of Engineering/Chief Engineer	30,620	105	30,000	0
News Director	24,307	135	24,500	0
Marketing Director	30,160	220	30,000	0
Promotion/Publicity Director	18,981	49	18,000	0
Production Manager	20,872	655	21,000	0
Business Manager/Controller	24,314	584	24,500	0
Traffic Manager/Supervisor	16,379	369	16,050	0
Community/Public Affairs Director	16,484	68	16,640	0
Art Director	20,217	67	18,500	0
Research Director	N/R			
Human Resources Director	22,000	0	22,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	4	13,681	13,510	11,677
Maintenance Technician	2	18,644	19,000	16,080
Technical Director	2	16,409	14,820	13,180
Floor Director	1	13,973	14,800	11,800
Film/Tape Editor	1	13,635	14,000	11,434
Film Director	1	16,615	15,054	14,323
News Anchor	2	19,159	18,000	16,100
News Producer	1	16,181	16,800	15,437
News Reporter	3	14,394	14,400	12,506
News Photographer	2	13,191	13,000	11,041
Sportscaster	1	17,557	17,649	14,956
Weathercaster	1	17,891	17,000	15,350
Assignment Editor	1	17,710	18,500	12,767
Production Assistant	2	13,767	13,000	11,947
Producer/Director	2	16,644	16,000	13,241
Staff Artist	1	16,455	15,290	13,542
Traffic/Computer Operator	1	13,506	13,050	11,378

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	4				
Annual Compensation ($)					
Average	24,925	51,627	38,358	37,857	25,297
Median	24,750	54,000	40,000	38,000	30,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	19	3	24	67
Salary & Bonus	3	19	24	29	0
Straight Com.	20	7	7	6	0
Draw Against Com.	31	5	3	0	0
Salary & Com.	24	31	41	24	33
Salary, Bonus & Com.	12	17	14	18	0
Straight Com. w/bonus	7	2	7	0	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **8** Accumulate? Yes **42%** No **58%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	61	0	36	3
	Dependents	13	30	54	3
Surgical Benefits:	Employee	65	0	32	3
	Dependents	15	31	51	3
Major Medical:	Employee	66	0	31	3
	Dependents	18	27	52	3
H.M.O.:	Employee	18	0	9	73
	Dependents	4	9	15	72
Dental:	Employee	36	8	20	36
	Dependents	11	29	25	35
Vision:	Employee	13	2	3	82
	Dependents	2	7	8	83
Disability:	Short Term	44	3	15	37
	Long Term	37	10	13	41
Accidental Death:	Employee	63	0	23	14
	Dependents	23	8	19	50
Group Life:	Employee	63	3	25	9
	Dependents	22	11	19	48
Pension Plan		14	0	5	80
Profit Sharing		18	0	3	78
401-K Plan		5	7	18	70
Employee Stock Option Plan		2	0	0	98
Education/Career Development					
Tuition Reimbursement		23	2	11	64
Workshops, Seminars etc.		57	2	3	38

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	163,433	28,255	150,000	25,000
Asst. General Manager/Station Manager	131,667	15,000	120,000	20,000
Operations Manager	58,375	750	58,375	750
Program Director	78,082	6,889	73,701	6,483
Director of Engineering/Chief Engineer	71,140	4,864	65,000	2,000
News Director	91,774	7,800	98,000	1,000
Marketing Director	107,043	12,650	106,808	11,800
Promotion/Publicity Director	48,456	2,100	52,342	0
Production Manager	49,906	818	50,000	0
Business Manager/Controller	62,677	4,698	63,800	0
Traffic Manager/Supervisor	38,635	692	35,190	0
Community/Public Affairs Director	44,998	167	45,000	0
Art Director	45,577	273	44,700	0
Research Director	44,095	1,850	43,826	0
Human Resources Director	53,763	2,688	44,050	500

Support Staff	Average Number Fulitime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	23	35,952	37,800	24,110
Maintenance Technician	8	37,861	38,884	31,396
Technical Director	7	35,476	36,809	29,175
Floor Director	4	28,705	32,994	21,407
Film/Tape Editor	8	33,721	36,145	22,301
Film Director	1	33,642	35,009	26,500
News Anchor	5	139,447	151,451	41,119
News Producer	7	38,302	38,600	29,670
News Reporter	12	60,268	48,726	27,288
News Photographer	18	33,516	32,919	25,537
Sportscaster	2	106,651	108,401	33,569
Weathercaster	2	86,589	83,871	39,843
Assignment Editor	3	32,140	33,000	25,052
Production Assistant	5	19,359	17,925	18,038
Producer/Director	5	41,022	42,150	29,033
Staff Artist	3	31,071	27,981	27,410
Traffic/Computer Operator	4	19,943	18,709	15,761

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation ($)					
Average	53,107	121,612	89,460	79,746	75,107
Median	55,400	119,000	80,706	81,184	75,107

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	0	0	8	33
Salary & Bonus	7	85	60	77	67
Straight Com.	13	0	0	8	0
Draw Against Com.	33	0	0	0	0
Salary & Com.	7	8	20	0	0
Salary, Bonus & Com.	20	8	20	8	0
Straight Com. w/bonus	20	0	0	0	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **9** Accumulate? Yes **33%** No **67%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **9**
(average weeks)	2	2	2	3	3	4	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	43	0	57	0
	Dependents	36	0	64	0
Surgical Benefits:	Employee	43	0	57	0
	Dependents	36	0	64	0
Major Medical:	Employee	43	0	57	0
	Dependents	36	0	64	0
H.M.O.:	Employee	23	0	62	15
	Dependents	15	0	69	15
Dental:	Employee	43	7	50	0
	Dependents	36	7	57	0
Vision:	Employee	23	0	23	54
	Dependents	23	0	8	69
Disability:	Short Term	54	0	15	31
	Long Term	31	23	46	0
Accidental Death:	Employee	71	21	7	0
	Dependents	36	21	7	36
Group Life:	Employee	71	0	21	7
	Dependents	29	0	21	50
Pension Plan		79	0	0	21
Profit Sharing		15	0	8	77
401-K Plan		8	15	38	38
Employee Stock Option Plan		0	0	31	69
Education/Career Development					
Tuition Reimbursement		23	0	62	15
Workshops, Seminars etc.		69	0	15	15

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	153,351	33,505	151,500	24,534
Asst. General Manager/Station Manager	105,500	0	100,000	0
Operations Manager	68,811	7,343	70,000	4,000
Program Director	64,837	3,527	66,200	1,250
Director of Engineering/Chief Engineer	60,515	2,305	61,496	500
News Director	88,233	5,487	89,264	2,000
Marketing Director	67,884	7,422	60,000	0
Promotion/Publicity Director	56,758	2,867	55,000	750
Production Manager	46,980	1,202	46,915	0
Business Manager/Controller	56,568	3,937	57,750	2,100
Traffic Manager/Supervisor	34,647	704	33,416	0
Community/Public Affairs Director	44,619	2,144	41,388	500
Art Director	40,266	413	40,790	0
Research Director	31,945	542	34,820	0
Human Resources Director	43,475	1,148	35,000	1,390

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	18	30,152	31,865	20,136
Maintenance Technician	7	35,818	36,852	25,641
Technical Director	6	33,029	34,177	27,851
Floor Director	4	27,229	28,663	18,936
Film/Tape Editor	5	29,398	29,650	21,596
Film Director	1	30,143	31,500	21,885
News Anchor	6	112,770	110,300	48,295
News Producer	8	32,752	32,192	25,116
News Reporter	11	47,147	45,200	31,723
News Photographer	17	33,282	34,000	23,291
Sportscaster	3	73,737	76,500	41,403
Weathercaster	3	74,519	66,500	38,104
Assignment Editor	3	31,189	30,633	22,504
Production Assistant	3	17,277	16,643	14,694
Producer/Director	6	35,417	36,400	26,245
Staff Artist	3	27,525	28,306	21,601
Traffic/Computer Operator	4	18,511	18,200	15,390

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation ($)					
Average	62,131	123,016	93,130	86,107	41,387
Median	58,330	120,391	90,450	84,662	41,116

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	7	3	4	20
Salary & Bonus	0	59	59	61	20
Straight Com.	48	3	3	4	0
Draw Against Com.	24	0	0	0	20
Salary & Com.	3	7	10	11	40
Salary, Bonus & Com.	14	24	21	21	0
Straight Com. w/bonus	10	0	3	0	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) 9 Accumulate? Yes 42% No 58%

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) 8
(average weeks)	2	2	2	3	3	4	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	52	3	45	0
	Dependents	9	6	85	0
Surgical Benefits:	Employee	50	6	44	0
	Dependents	9	6	84	0
Major Medical:	Employee	52	3	45	0
	Dependents	9	6	85	0
H.M.O.:	Employee	31	3	44	22
	Dependents	0	3	75	22
Dental:	Employee	39	6	45	9
	Dependents	6	9	76	9
Vision:	Employee	12	6	12	70
	Dependents	3	6	15	76
Disability:	Short Term	55	3	3	39
	Long Term	48	12	33	6
Accidental Death:	Employee	76	15	9	0
	Dependents	9	19	13	59
Group Life:	Employee	76	0	24	0
	Dependents	6	26	23	45
Pension Plan		78	0	6	16
Profit Sharing		9	0	6	84
401-K Plan		3	3	66	28
Employee Stock Option Plan		9	12	6	73
Education/Career Development					
Tuition Reimbursement		48	0	24	27
Workshops, Seminars etc.		82	0	0	18

Table X
ADI Markets 26 - 50

Affiliate Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	138,128	20,282	130,000	13,903
Asst. General Manager/Station Manager	85,890	8,267	86,700	949
Operations Manager	47,456	1,969	46,800	0
Program Director	50,561	1,498	50,000	0
Director of Engineering/Chief Engineer	50,747	1,600	49,733	0
News Director	65,135	2,650	63,000	0
Marketing Director	46,912	4,113	46,975	0
Promotion/Publicity Director	39,160	921	38,799	0
Production Manager	38,091	1,494	38,150	0
Business Manager/Controller	49,863	1,747	48,100	0
Traffic Manager/Supervisor	28,472	319	27,400	0
Community/Public Affairs Director	33,201	673	30,200	0
Art Director	29,616	19	30,000	0
Research Director	31,655	536	30,000	0
Human Resources Director	36,762	244	37,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	11	23,828	23,300	17,343
Maintenance Technician	6	29,766	29,679	22,129
Technical Director	6	26,403	25,000	19,530
Floor Director	3	21,406	20,782	15,671
Film/Tape Editor	2	20,855	19,188	16,206
Film Director	1	22,662	23,565	18,411
News Anchor	4	73,530	68,990	36,164
News Producer	5	26,772	27,002	20,296
News Reporter	9	30,553	30,732	20,709
News Photographer	11	23,676	23,433	17,728
Sportscaster	2	47,793	45,639	26,821
Weathercaster	2	55,623	55,158	29,549
Assignment Editor	2	27,612	26,600	22,018
Production Assistant	4	16,403	15,048	14,126
Producer/Director	5	26,360	24,980	19,729
Staff Artist	2	22,481	21,713	18,194
Traffic/Computer Operator	3	17,094	17,000	14,568

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	8				
Annual Compensation ($)					
Average	47,846	93,296	74,099	70,994	47,079
Median	48,946	89,788	75,000	67,805	43,054

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	2	2	5	8
Salary & Bonus	4	52	56	43	33
Straight Com.	32	6	6	9	8
Draw Against Com.	32	4	4	5	0
Salary & Com.	13	15	15	18	42
Salary, Bonus & Com.	13	21	17	20	8
Straight Com. w/bonus	7	0	0	0	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) 8 Accumulate? Yes 51% No 49%

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) 8
(average weeks)	2	2	2	3	3	4	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	40	0	58	2
	Dependents	17	11	70	2
Surgical Benefits:	Employee	41	0	57	2
	Dependents	17	11	70	2
Major Medical:	Employee	41	0	59	0
	Dependents	18	11	71	0
H.M.O.:	Employee	7	0	53	40
	Dependents	0	9	52	39
Dental:	Employee	27	11	46	16
	Dependents	13	16	55	16
Vision:	Employee	7	2	15	76
	Dependents	4	2	17	78
Disability:	Short Term	53	0	8	40
	Long Term	71	11	13	5
Accidental Death:	Employee	66	14	16	4
	Dependents	10	27	6	58
Group Life:	Employee	71	0	29	0
	Dependents	14	24	10	53
Pension Plan		68	0	4	28
Profit Sharing		24	0	8	69
401-K Plan		6	6	53	36
Employee Stock Option Plan		5	5	9	80
Education/Career Development					
Tuition Reimbursement		38	0	29	33
Workshops, Seminars etc.		79	0	8	13

Table XI
ADI Markets 51 - 75

Affiliate Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	109,719	23,394	105,000	19,500
Asst. General Manager/Station Manager	75,480	667	81,640	0
Operations Manager	52,955	2,159	47,125	0
Program Director	41,395	1,446	40,000	0
Director of Engineering/Chief Engineer	45,321	1,236	45,760	0
News Director	53,509	1,704	53,534	0
Marketing Director	43,740	3,646	40,000	0
Promotion/Publicity Director	31,183	472	30,000	0
Production Manager	32,943	745	33,539	0
Business Manager/Controller	41,646	1,777	40,320	0
Traffic Manager/Supervisor	24,533	289	24,220	0
Community/Public Affairs Director	27,954	446	25,000	0
Art Director	24,037	97	25,000	0
Research Director	29,176	333	30,250	0
Human Resources Director	30,114	0	32,006	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	9	21,289	21,630	15,424
Maintenance Technician	5	27,219	28,000	19,039
Technical Director	3	24,361	24,432	18,484
Floor Director	2	19,713	19,000	15,421
Film/Tape Editor	2	20,489	17,810	14,595
Film Director	1	23,768	22,820	17,773
News Anchor	4	49,678	47,839	32,654
News Producer	4	24,584	24,249	20,072
News Reporter	7	24,808	24,253	18,837
News Photographer	9	20,557	19,628	15,607
Sportscaster	2	36,593	34,000	27,181
Weathercaster	2	42,315	40,000	30,299
Assignment Editor	1	26,752	24,980	21,740
Production Assistant	3	16,573	14,500	14,447
Producer/Director	4	25,314	24,982	19,143
Staff Artist	1	19,045	18,189	16,997
Traffic/Computer Operator	3	15,612	15,550	13,327

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	41,656	83,004	64,431	61,297	31,051
Median	41,403	83,750	62,250	62,000	30,500

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	2	10	10	25
Salary & Bonus	2	54	45	45	0
Straight Com.	34	2	3	2	13
Draw Against Com.	32	2	5	10	13
Salary & Com.	16	10	20	12	38
Salary, Bonus & Com.	13	27	15	19	13
Straight Com. w/bonus	4	2	3	2	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) 10 Accumulate? Yes 46% No 54%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	4	4

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	37	0	61	2
	Dependents	12	9	77	2
Surgical Benefits:	Employee	36	0	61	4
	Dependents	12	9	75	4
Major Medical:	Employee	39	0	61	0
	Dependents	14	9	77	0
H.M.O.:	Employee	13	0	40	46
	Dependents	6	4	44	46
Dental:	Employee	38	7	41	14
	Dependents	16	14	54	16
Vision:	Employee	11	2	15	72
	Dependents	11	2	15	72
Disability:	Short Term	52	4	26	19
	Long Term	42	12	37	9
Accidental Death:	Employee	68	11	18	4
	Dependents	16	18	20	46
Group Life:	Employee	70	2	29	0
	Dependents	14	14	27	45
Pension Plan		55	0	9	36
Profit Sharing		31	0	2	67
401-K Plan		4	15	44	37
Employee Stock Option Plan		2	10	12	77
Education/Career Development					
Tuition Reimbursement		30	2	36	32
Workshops, Seminars etc.		74	0	9	17

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	93,324	9,979	84,801	4,200
Asst. General Manager/Station Manager	70,109	5,867	62,159	0
Operations Manager	37,126	1,505	36,979	0
Program Director	30,790	468	30,000	0
Director of Engineering/Chief Engineer	41,379	556	42,019	0
News Director	44,637	738	41,721	0
Marketing Director	31,949	139	25,000	0
Promotion/Publicity Director	26,551	436	26,070	0
Production Manager	30,154	274	30,000	0
Business Manager/Controller	36,970	2,075	36,960	0
Traffic Manager/Supervisor	22,454	122	21,060	0
Community/Public Affairs Director	24,238	0	22,515	0
Art Director	21,298	62	21,174	0
Research Director	28,550	0	25,000	0
Human Resources Director	30,616	0	27,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	7	18,337	17,125	14,477
Maintenance Technician	4	23,873	23,455	18,807
Technical Director	3	18,908	17,900	16,056
Floor Director	2	16,183	15,512	14,232
Film/Tape Editor	1	15,565	14,560	12,459
Film Director	1	16,953	16,600	15,204
News Anchor	3	37,986	35,000	28,641
News Producer	2	19,875	20,000	16,932
News Reporter	6	20,274	19,400	16,324
News Photographer	6	17,839	16,884	14,475
Sportscaster	2	30,446	29,000	22,586
Weathercaster	2	31,708	30,000	23,206
Assignment Editor	1	24,779	25,500	20,488
Production Assistant	3	14,099	14,000	12,472
Producer/Director	3	20,893	20,250	17,101
Staff Artist	1	17,436	16,440	15,270
Traffic/Computer Operator	2	15,561	15,301	12,911

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	41,113	75,186	57,478	56,264	21,991
Median	40,000	72,411	55,956	52,550	18,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	9	3	0	57
Salary & Bonus	0	19	21	21	0
Straight Com.	19	2	3	4	0
Draw Against Com.	25	0	3	0	0
Salary & Com.	25	26	44	42	29
Salary, Bonus & Com.	6	40	24	33	0
Straight Com. w/bonus	25	5	3	0	0
Other	0	0	0	0	14

BENEFITS

Paid Sick Days (average) **9** Accumulate? Yes **39%** No **61%**

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) **7**
(average weeks)	2	2	2	3	3	3	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	57	0	41	2
	Dependents	12	24	61	2
Surgical Benefits:	Employee	56	0	42	2
	Dependents	13	23	63	2
Major Medical:	Employee	57	0	43	0
	Dependents	12	24	63	0
H.M.O.:	Employee	9	2	18	71
	Dependents	0	7	22	71
Dental:	Employee	22	10	35	33
	Dependents	2	25	42	31
Vision:	Employee	4	2	8	86
	Dependents	0	2	10	88
Disability:	Short Term	53	6	6	34
	Long Term	57	16	14	12
Accidental Death:	Employee	69	10	8	12
	Dependents	17	21	9	53
Group Life:	Employee	78	8	14	0
	Dependents	17	9	13	62
Pension Plan		54	0	4	42
Profit Sharing		26	0	2	72
401-K Plan		6	14	31	49
Employee Stock Option Plan		10	4	6	80
Education/Career Development					
Tuition Reimbursement		28	0	30	43
Workshops, Seminars etc.		71	0	13	17

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	86,829	14,132	81,450	3,850
Asst. General Manager/Station Manager	57,395	3,088	50,025	0
Operations Manager	35,920	1,855	35,440	0
Program Director	30,878	810	31,300	0
Director of Engineering/Chief Engineer	39,496	1,450	38,000	0
News Director	40,499	1,021	40,000	0
Marketing Director	50,610	9,100	50,000	2,500
Promotion/Publicity Director	24,284	502	21,750	0
Production Manager	28,216	416	28,000	0
Business Manager/Controller	34,378	1,521	32,300	0
Traffic Manager/Supervisor	21,483	92	19,802	0
Community/Public Affairs Director	21,688	40	19,200	0
Art Director	21,619	28	21,262	0
Research Director	21,564	0	21,492	0
Human Resources Director	23,392	50	24,125	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	6	17,580	15,434	13,174
Maintenance Technician	3	25,004	25,028	18,496
Technical Director	3	20,320	19,600	16,297
Floor Director	2	16,524	16,640	13,049
Film/Tape Editor	1	16,194	17,805	13,126
Film Director	1	17,209	15,350	12,988
News Anchor	3	34,025	33,865	24,316
News Producer	2	20,465	20,386	17,064
News Reporter	6	18,391	19,002	15,121
News Photographer	6	15,803	15,563	13,202
Sportscaster	2	25,474	24,250	18,703
Weathercaster	1	30,821	30,360	21,688
Assignment Editor	1	24,778	24,809	19,806
Production Assistant	4	14,917	14,790	12,708
Producer/Director	3	20,080	19,734	15,982
Staff Artist	1	17,544	16,747	14,856
Traffic/Computer Operator	2	15,044	14,825	12,356

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	37,859	67,450	57,821	53,703	28,810
Median	38,000	64,780	57,009	55,647	21,663

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	11	4	5	70
Salary & Bonus	0	34	26	32	10
Straight Com.	40	5	11	11	10
Draw Against Com.	36	3	4	5	0
Salary & Com.	12	29	37	37	10
Salary, Bonus & Com.	2	18	15	5	0
Straight Com. w/bonus	7	0	4	5	0
Other	2	0	0	0	0

BENEFITS

Paid Sick Days (average) 8 Accumulate? Yes 47% No 53%

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) 7
(average weeks)	2	2	2	3	3	3	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	42	2	56	0
	Dependents	7	24	69	0
Surgical Benefits:	Employee	42	2	56	0
	Dependents	7	24	69	0
Major Medical:	Employee	42	2	56	0
	Dependents	7	24	67	2
H.M.O.:	Employee	10	3	18	70
	Dependents	3	5	18	74
Dental:	Employee	32	2	27	39
	Dependents	9	16	36	39
Vision:	Employee	7	0	5	88
	Dependents	2	2	7	88
Disability:	Short Term	36	2	19	43
	Long Term	50	2	23	25
Accidental Death:	Employee	73	2	23	2
	Dependents	18	13	13	58
Group Life:	Employee	67	2	31	0
	Dependents	19	9	21	51
Pension Plan		33	0	3	65
Profit Sharing		21	2	5	71
401-K Plan		10	7	36	48
Employee Stock Option Plan		0	0	0	100
Education/Career Development					
Tuition Reimbursement		15	0	23	63
Workshops, Seminars etc.		58	3	5	35

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	74,036	11,865	75,000	7,904
Asst. General Manager/Station Manager	45,758	2,500	45,000	2,000
Operations Manager	33,511	1,953	34,882	0
Program Director	24,680	193	23,500	0
Director of Engineering/Chief Engineer	35,478	437	35,576	0
News Director	36,055	295	35,425	0
Marketing Director	25,130	0	25,130	0
Promotion/Publicity Director	21,288	160	20,675	0
Production Manager	24,867	359	25,000	0
Business Manager/Controller	30,656	382	28,000	0
Traffic Manager/Supervisor	20,068	15	19,053	0
Community/Public Affairs Director	19,216	13	18,000	0
Art Director	21,001	50	17,650	0
Research Director	N/R			
Human Resources Director	N/R			

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	5	16,240	15,500	12,858
Maintenance Technician	3	21,200	21,200	15,904
Technical Director	3	17,367	15,661	14,540
Floor Director	2	14,841	13,550	11,830
Film/Tape Editor	2	15,287	15,446	11,767
Film Director	1	16,953	16,470	11,952
News Anchor	3	25,292	25,000	19,026
News Producer	2	15,857	15,040	13,802
News Reporter	5	15,683	16,000	13,410
News Photographer	4	14,597	14,430	12,277
Sportscaster	2	21,686	21,023	16,636
Weathercaster	1	23,787	22,000	17,512
Assignment Editor	1	20,254	19,750	16,591
Production Assistant	3	13,969	13,052	11,830
Producer/Director	3	16,663	16,585	13,773
Staff Artist	1	16,370	13,802	11,579
Traffic/Computer Operator	2	13,669	13,850	11,468

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	6				
Annual Compensation ($)					
Average	34,605	61,377	47,050	38,134	24,107
Median	29,181	60,000	46,297	40,000	28,049

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	3	0	7	67
Salary & Bonus	0	26	19	27	0
Straight Com.	24	5	7	13	0
Draw Against Com.	50	15	19	13	0
Salary & Com.	15	33	33	33	0
Salary, Bonus & Com.	4	18	22	0	33
Straight Com. w/bonus	7	0	0	7	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) **10** Accumulate? Yes **55%** No **45%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	4	4

Paid Holidays (average) **7**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	50	0	50	0
	Dependents	4	28	68	0
Surgical Benefits:	Employee	50	0	50	0
	Dependents	4	28	67	0
Major Medical:	Employee	50	0	50	0
	Dependents	4	28	68	0
H.M.O.:	Employee	15	0	24	61
	Dependents	0	5	32	63
Dental:	Employee	28	2	33	37
	Dependents	7	17	39	37
Vision:	Employee	0	0	14	86
	Dependents	0	0	14	86
Disability:	Short Term	33	5	19	43
	Long Term	36	5	18	41
Accidental Death:	Employee	71	2	22	4
	Dependents	26	15	10	49
Group Life:	Employee	68	4	26	2
	Dependents	29	15	12	44
Pension Plan		29	5	0	66
Profit Sharing		30	0	0	70
401-K Plan		4	7	36	53
Employee Stock Option Plan		2	2	0	95
Education/Career Development					
Tuition Reimbursement		20	2	27	50
Workshops, Seminars etc.		60	2	7	31

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	67,581	11,270	68,150	7,190
Asst. General Manager/Station Manager	60,352	11,135	50,375	0
Operations Manager	31,929	1,427	29,404	0
Program Director	24,737	562	25,000	0
Director of Engineering/Chief Engineer	33,642	449	32,533	0
News Director	33,101	765	31,500	0
Marketing Director	44,350	1,602	33,500	0
Promotion/Publicity Director	19,169	199	18,000	0
Production Manager	24,906	856	23,000	0
Business Manager/Controller	27,765	560	27,001	0
Traffic Manager/Supervisor	18,077	126	17,325	0
Community/Public Affairs Director	21,078	209	19,900	0
Art Director	17,307	65	17,710	0
Research Director	N/R			
Human Resources Director	19,000	167	20,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	5	15,136	14,500	12,565
Maintenance Technician	3	20,234	18,800	16,532
Technical Director	3	16,382	15,200	13,138
Floor Director	2	16,061	13,692	11,651
Film/Tape Editor	1	15,992	15,000	10,628
Film Director	1	15,842	15,000	11,600
News Anchor	2	23,392	22,000	18,135
News Producer	2	17,847	17,100	15,268
News Reporter	5	15,912	14,628	13,519
News Photographer	3	14,140	13,000	11,871
Sportscaster	2	20,768	19,000	16,169
Weathercaster	1	21,980	21,248	16,433
Assignment Editor	1	20,296	19,501	16,838
Production Assistant	2	14,310	12,760	11,950
Producer/Director	3	17,495	16,000	13,973
Staff Artist	1	16,163	14,840	13,082
Traffic/Computer Operator	2	13,724	13,000	11,048

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	33,363	62,612	48,430	39,696	26,205
Median	31,050	61,800	44,851	37,000	22,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	4	5	6	50
Salary & Bonus	3	38	27	35	17
Straight Com.	21	6	5	6	0
Draw Against Com.	37	9	5	12	0
Salary & Com.	19	23	20	29	33
Salary, Bonus & Com.	9	19	36	12	0
Straight Com. w/bonus	9	0	2	0	0
Other	1	0	0	0	0

BENEFITS

Paid Sick Days (average) **9** Accumulate? Yes **43%** No **57%**

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	3

Paid Holidays (average) **7**

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	57	0	43	0
	Dependents	9	15	76	0
Surgical Benefits:	Employee	58	0	42	0
	Dependents	9	14	77	0
Major Medical:	Employee	58	0	42	0
	Dependents	9	14	76	2
H.M.O.:	Employee	7	0	13	80
	Dependents	2	2	17	79
Dental:	Employee	30	6	30	33
	Dependents	9	16	44	31
Vision:	Employee	10	2	5	84
	Dependents	5	3	10	82
Disability:	Short Term	55	2	10	34
	Long Term	48	5	18	29
Accidental Death:	Employee	60	3	25	12
	Dependents	18	7	26	49
Group Life:	Employee	62	6	25	7
	Dependents	21	10	25	44
Pension Plan		30	0	4	67
Profit Sharing		28	0	3	68
401-K Plan		5	3	42	50
Employee Stock Option Plan		5	0	0	95
Education/Career Development					
Tuition Reimbursement		25	0	19	56
Workshops, Seminars etc.		69	0	5	26

Table XVI
ADI Markets 1 - 10

Independent Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	150,340	26,252	150,000	0
Asst. General Manager/Station Manager	106,880	16,678	102,000	10,000
Operations Manager	56,628	833	61,350	0
Program Director	57,598	2,138	56,375	0
Director of Engineering/Chief Engineer	59,816	3,244	59,500	0
News Director	74,555	4,944	67,768	0
Marketing Director	91,250	9,625	89,250	4,250
Promotion/Publicity Director	50,373	3,031	48,900	0
Production Manager	43,784	882	44,300	0
Business Manager/Controller	58,589	3,704	57,203	0
Traffic Manager/Supervisor	37,155	753	34,900	0
Community/Public Affairs Director	41,383	1,225	37,600	0
Art Director	34,964	0	32,500	0
Research Director	50,883	1,469	48,500	0
Human Resources Director	50,218	4,600	44,000	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	17	30,093	25,666	21,997
Maintenance Technician	4	36,523	36,500	28,861
Technical Director	4	37,116	36,500	34,448
Floor Director	2	33,120	32,150	26,563
Film/Tape Editor	4	26,394	23,250	23,548
Film Director	1	29,379	29,500	26,478
News Anchor	3	116,347	76,518	72,770
News Producer	3	35,312	37,284	33,625
News Reporter	7	47,662	40,000	40,906
News Photographer	10	33,027	33,275	29,259
Sportscaster	1	111,925	95,625	71,358
Weathercaster	1	112,075	49,000	64,183
Assignment Editor	2	33,938	35,000	28,826
Production Assistant	3	18,692	18,565	17,358
Producer/Director	3	34,399	32,139	30,705
Staff Artist	2	29,712	31,200	28,688
Traffic/Computer Operator	4	19,830	19,385	17,150

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	66,111	111,534	92,852	90,393	46,825
Median	64,575	111,750	90,000	90,000	49,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	4	19	5	5	25
Salary & Bonus	4	41	45	50	75
Straight Com.	29	0	0	0	0
Draw Against Com.	39	0	0	0	0
Salary & Com.	11	26	27	23	0
Salary, Bonus & Com.	4	15	23	18	0
Straight Com. w/bonus	7	0	0	0	0
Other	4	0	0	5	0

BENEFITS

Paid Sick Days (average) 7 Accumulate? Yes 33% No 67%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	3

Paid Holidays (average) 8

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	48	0	52	0
	Dependents	17	17	66	0
Surgical Benefits:	Employee	48	0	52	0
	Dependents	17	17	66	0
Major Medical:	Employee	52	0	48	0
	Dependents	21	17	62	0
H.M.O.:	Employee	26	0	30	44
	Dependents	11	11	33	44
Dental:	Employee	52	0	38	10
	Dependents	24	14	52	10
Vision:	Employee	7	0	21	71
	Dependents	7	0	21	71
Disability:	Short Term	50	0	18	32
	Long Term	32	14	14	39
Accidental Death:	Employee	48	16	16	20
	Dependents	24	20	12	44
Group Life:	Employee	59	3	28	10
	Dependents	18	21	25	36
Pension Plan		38	0	3	59
Profit Sharing		10	0	3	86
401-K Plan		3	3	34	59
Employee Stock Option Plan		3	7	3	86
Education/Career Development					
Tuition Reimbursement		24	7	28	41
Workshops, Seminars etc.		46	4	18	32

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	133,581	36,505	140,000	33,750
Asst. General Manager/Station Manager	75,473	6,122	70,280	250
Operations Manager	62,141	1,339	60,875	0
Program Director	57,086	2,631	59,100	0
Director of Engineering/Chief Engineer	52,815	1,886	52,450	0
News Director	60,919	6,132	52,000	0
Marketing Director	43,811	3,171	46,000	1,000
Promotion/Publicity Director	44,195	937	42,400	0
Production Manager	40,828	1,960	41,355	0
Business Manager/Controller	47,519	2,520	46,600	0
Traffic Manager/Supervisor	33,499	659	33,450	0
Community/Public Affairs Director	28,108	960	26,000	0
Art Director	30,683	69	29,089	0
Research Director	30,857	237	27,300	0
Human Resources Director	30,198	0	26,250	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	10	31,617	24,230	31,023
Maintenance Technician	5	34,676	32,433	31,785
Technical Director	3	28,048	29,166	25,458
Floor Director	1	19,481	18,138	19,888
Film/Tape Editor	3	24,654	22,610	21,949
Film Director	1	29,469	27,700	25,081
News Anchor	3	63,952	62,500	54,100
News Producer	4	30,559	28,350	27,816
News Reporter	6	32,890	31,000	30,684
News Photographer	8	28,685	25,061	25,477
Sportscaster	2	50,792	43,513	40,907
Weathercaster	1	49,309	45,500	43,313
Assignment Editor	2	28,249	28,350	25,329
Production Assistant	2	18,337	18,200	16,996
Producer/Director	3	30,135	29,300	28,031
Staff Artist	2	22,843	21,800	20,932
Traffic/Computer Operator	4	20,926	18,377	19,329

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	9				
Annual Compensation ($)					
Average	64,519	111,493	86,771	85,066	38,000
Median	55,600	108,400	86,000	86,500	38,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	11	4	4	50
Salary & Bonus	0	36	35	31	0
Straight Com.	30	0	0	0	0
Draw Against Com.	37	4	4	4	0
Salary & Com.	19	21	31	35	0
Salary, Bonus & Com.	7	29	27	27	0
Straight Com. w/bonus	7	0	0	0	0
Other	0	0	0	0	50

BENEFITS

Paid Sick Days (average) 8 Accumulate? Yes 37% No 63%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	4	4

Paid Holidays (average) 8

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	29	0	68	3
	Dependents	10	3	84	3
Surgical Benefits:	Employee	30	0	67	3
	Dependents	10	3	83	3
Major Medical:	Employee	32	0	65	3
	Dependents	10	3	81	6
H.M.O.:	Employee	19	0	42	39
	Dependents	6	3	52	39
Dental:	Employee	29	6	58	6
	Dependents	10	13	71	6
Vision:	Employee	10	0	14	76
	Dependents	7	0	17	76
Disability:	Short Term	52	3	24	21
	Long Term	36	18	21	25
Accidental Death:	Employee	53	3	33	10
	Dependents	4	14	32	50
Group Life:	Employee	55	3	35	6
	Dependents	11	18	21	50
Pension Plan		32	4	7	57
Profit Sharing		11	0	11	79
401-K Plan		3	7	45	45
Employee Stock Option Plan		4	4	4	89
Education/Career Development					
Tuition Reimbursement		15	0	33	52
Workshops, Seminars etc.		71	0	4	25

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	94,818	21,063	93,600	20,000
Asst. General Manager/Station Manager	51,797	4,063	48,500	0
Operations Manager	38,486	105	33,000	0
Program Director	36,602	673	34,000	0
Director of Engineering/Chief Engineer	40,643	743	40,000	0
News Director	43,411	1,342	38,000	0
Marketing Director	47,525	3,188	42,500	0
Promotion/Publicity Director	27,285	467	26,640	0
Production Manager	27,077	1,340	25,000	0
Business Manager/Controller	35,287	1,724	34,400	0
Traffic Manager/Supervisor	22,901	757	21,175	0
Community/Public Affairs Director	22,876	172	20,500	0
Art Director	19,098	4	18,252	0
Research Director	21,500	0	20,000	0
Human Resources Director	26,629	1,270	25,325	41

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	7	16,700	14,658	13,516
Maintenance Technician	2	25,693	24,000	24,313
Technical Director	4	18,324	16,000	13,765
Floor Director	2	17,427	16,309	13,978
Film/Tape Editor	2	14,853	14,000	13,003
Film Director	1	17,746	17,000	14,409
News Anchor	3	55,746	53,763	45,100
News Producer	5	26,030	25,500	20,208
News Reporter	7	29,812	31,336	21,011
News Photographer	8	25,426	28,750	18,525
Sportscaster	2	41,141	39,420	38,100
Weathercaster	2	47,819	44,738	26,833
Assignment Editor	1	26,871	28,000	24,850
Production Assistant	2	15,941	14,500	14,206
Producer/Director	2	22,071	21,000	17,776
Staff Artist	2	19,593	18,000	16,435
Traffic/Computer Operator	3	14,197	14,000	12,475

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	39,017	86,352	61,482	66,012	51,000
Median	38,957	86,584	62,811	64,433	51,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	3	3	0	0	33
Salary & Bonus	8	42	43	33	33
Straight Com.	35	0	4	4	0
Draw Against Com.	24	3	7	4	0
Salary & Com.	14	18	18	33	0
Salary, Bonus & Com.	8	30	21	21	33
Straight Com. w/bonus	8	3	7	4	0
Other	0	0	0	0	0

BENEFITS

Paid Sick Days (average) 8 Accumulate? Yes 26% No 74%

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) 8
(average weeks)	2	2	2	3	3	3	4	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	58	0	43	0
	Dependents	16	45	39	0
Surgical Benefits:	Employee	59	0	41	0
	Dependents	15	46	38	0
Major Medical:	Employee	58	0	43	0
	Dependents	15	46	38	0
H.M.O.:	Employee	16	0	31	53
	Dependents	0	19	29	52
Dental:	Employee	39	16	26	18
	Dependents	8	41	35	16
Vision:	Employee	9	6	6	80
	Dependents	0	9	9	82
Disability:	Short Term	42	3	11	44
	Long Term	45	8	11	37
Accidental Death:	Employee	68	5	15	13
	Dependents	9	29	15	47
Group Life:	Employee	83	0	13	5
	Dependents	9	21	6	65
Pension Plan		28	0	6	67
Profit Sharing		6	0	6	89
401-K Plan		3	16	22	59
Employee Stock Option Plan		6	0	6	88
Education/Career Development					
Tuition Reimbursement		20	3	14	63
Workshops, Seminars etc.		64	0	3	33

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	75,793	13,112	75,000	9,000
Asst. General Manager/Station Manager	45,417	1,667	60,000	0
Operations Manager	39,845	500	40,000	0
Program Director	28,222	632	26,084	0
Director of Engineering/Chief Engineer	36,305	365	36,000	0
News Director	25,412	0	24,378	0
Marketing Director	50,571	8,829	55,000	0
Promotion/Publicity Director	24,927	173	23,500	0
Production Manager	22,908	261	21,500	0
Business Manager/Controller	27,826	571	25,000	0
Traffic Manager/Supervisor	20,410	22	20,000	0
Community/Public Affairs Director	18,964	0	19,600	0
Art Director	20,116	0	22,000	0
Research Director	22,700	0	22,700	0
Human Resources Director	27,600	0	27,600	0

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	5	13,699	12,375	11,354
Maintenance Technician	2	20,994	20,021	18,649
Technical Director	3	19,093	16,430	13,682
Floor Director	1	13,650	13,650	12,168
Film/Tape Editor	2	14,288	13,000	12,545
Film Director	1	18,140	17,592	14,680
News Anchor	2	23,100	26,950	22,125
News Producer	1	17,680	17,680	23,000
News Reporter	2	18,673	18,673	14,750
News Photographer	3	17,173	17,173	13,500
Sportscaster	1	22,665	22,665	24,000
Weathercaster	1	12,480	12,480	N/R
Assignment Editor	1	14,500	14,500	14,500
Production Assistant	2	14,020	13,600	12,329
Producer/Director	2	18,578	18,780	14,945
Staff Artist	1	16,276	15,000	15,050
Traffic/Computer Operator	3	13,778	13,300	12,076

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	7				
Annual Compensation ($)					
Average	33,013	68,880	49,909	49,723	26,388
Median	29,500	64,500	47,604	51,000	24,475

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	8	0	13	0
Salary & Bonus	0	52	37	47	25
Straight Com.	27	0	0	7	0
Draw Against Com.	50	0	0	0	0
Salary & Com.	8	28	42	7	50
Salary, Bonus & Com.	8	12	21	20	25
Straight Com. w/bonus	8	0	0	0	0
Other	0	0	0	7	0

BENEFITS

Paid Sick Days (average) 7 Accumulate? Yes 42% No 58%

	Years of Service						
Paid Vacation	1	2	3	5	10	15	20+
(average weeks)	2	2	2	3	3	3	3

Paid Holidays (average) 7

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	52	0	42	6
	Dependents	3	47	43	7
Surgical Benefits:	Employee	55	0	39	6
	Dependents	7	47	40	7
Major Medical:	Employee	55	0	39	6
	Dependents	10	43	40	7
H.M.O.:	Employee	15	0	15	69
	Dependents	0	12	20	68
Dental:	Employee	29	4	32	36
	Dependents	7	25	32	36
Vision:	Employee	19	7	4	70
	Dependents	4	15	4	77
Disability:	Short Term	32	7	18	43
	Long Term	30	7	15	48
Accidental Death:	Employee	57	3	20	20
	Dependents	7	18	14	61
Group Life:	Employee	62	0	24	14
	Dependents	4	18	18	61
Pension Plan		4	0	4	92
Profit Sharing		4	0	4	92
401-K Plan		18	7	11	64
Employee Stock Option Plan		0	4	0	96
Education/Career Development					
Tuition Reimbursement		22	0	9	70
Workshops, Seminars etc.		54	0	4	42

Table XX
ADI Markets 101 +

Independent Stations

Department Heads	Average Base Salary	Average Bonus	Median Base Salary	Median Bonus
General Manager	72,748	8,106	70,200	300
Asst. General Manager/Station Manager	35,250	600	37,000	0
Operations Manager	28,947	167	28,000	0
Program Director	30,531	58	27,040	0
Director of Engineering/Chief Engineer	40,190	256	37,000	0
News Director	34,638	238	37,000	0
Marketing Director	42,560	12,620	56,000	0
Promotion/Publicity Director	24,270	38	21,500	0
Production Manager	28,944	103	24,645	0
Business Manager/Controller	34,948	141	31,945	0
Traffic Manager/Supervisor	21,085	33	20,040	0
Community/Public Affairs Director	21,387	50	21,600	0
Art Director	22,289	40	22,762	0
Research Director	17,100	0	17,100	0
Human Resources Director	58,000	150	58,000	150

Support Staff	Average Number Fulltime Employees	Annual Compensation ($) Average	Annual Compensation ($) Median	Average Starting Compensation ($)
Operator Technician	6	14,727	15,000	12,174
Maintenance Technician	2	21,529	20,000	17,179
Technical Director	3	18,447	19,091	15,559
Floor Director	2	15,339	14,635	10,466
Film/Tape Editor	1	14,508	15,040	13,020
Film Director	1	17,437	15,054	13,873
News Anchor	2	25,815	23,361	15,967
News Producer	2	19,107	20,144	N/R
News Reporter	4	20,215	19,256	15,003
News Photographer	4	17,030	15,215	11,134
Sportscaster	1	36,057	26,800	17,450
Weathercaster	1	23,681	26,393	17,450
Assignment Editor	1	27,438	27,400	17,950
Production Assistant	2	15,291	15,615	12,981
Producer/Director	3	19,806	18,000	15,284
Staff Artist	1	15,801	15,204	12,800
Traffic/Computer Operator	2	13,455	13,000	11,427

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Number	5				
Annual Compensation ($)					
Average	29,841	65,392	50,177	53,952	26,000
Median	25,000	61,000	52,500	43,500	26,000

	Sales Personnel				
	Account Executive	General Sales Manager	Local Sales Manager	National Sales Manager	Co-op Coordinator
Methods of Compensation (% of response)					
Salary Only	0	9	0	22	0
Salary & Bonus	0	9	0	0	0
Straight Com.	26	0	0	11	0
Draw Against Com.	22	4	6	0	0
Salary & Com.	19	35	50	22	100
Salary, Bonus & Com.	30	39	38	44	0
Straight Com. w/bonus	0	0	0	0	0
Other	4	4	6	0	0

BENEFITS

Paid Sick Days (average) 9 Accumulate? Yes 36% No 64%

	Years of Service							
Paid Vacation	1	2	3	5	10	15	20+	Paid Holidays (average) 8
(average weeks)	2	2	2	3	3	3	3	

		% of Response			
		Paid In Full By Company	Paid in Full by Employee	Cost Shared by Co. & Employee	Not Provided
Hospitalization:	Employee	68	0	32	0
	Dependents	18	36	43	4
Surgical Benefits:	Employee	67	0	33	0
	Dependents	15	37	48	0
Major Medical:	Employee	63	4	33	0
	Dependents	11	41	48	0
H.M.O.:	Employee	25	0	4	71
	Dependents	8	8	13	71
Dental:	Employee	37	7	22	33
	Dependents	12	31	27	31
Vision:	Employee	8	0	8	85
	Dependents	0	4	12	84
Disability:	Short Term	41	0	9	50
	Long Term	22	17	9	52
Accidental Death:	Employee	60	0	16	24
	Dependents	13	13	21	54
Group Life:	Employee	63	7	19	11
	Dependents	13	21	13	54
Pension Plan		24	0	0	76
Profit Sharing		8	0	8	84
401-K Plan		4	12	20	64
Employee Stock Option Plan		8	4	4	83
Education/Career Development					
Tuition Reimbursement		27	0	19	54
Workshops, Seminars etc.		81	0	0	19

Definitions — Support Staff

Operator Technician
Has the capability of operating all technical operational equipment.

Maintenance Technician
Performs maintenance and repair of electronic equipment.

Technical Director
Prepares, sets up, operates and adjusts audio and visual broadcast equipment master controls to assure the proper transmission of television signals.

Floor Director
Supervises floor people, making sure all necessary preparations for in-studio productions have been made.

Film/Tape Editor
Edits film/tape to meet time limitations, provides films upon request.

Film Director
Responsible for the overall supervision and work flow of the Film Department.

News Anchor
Presents news copy and film and video reports on camera within specified news periods during the station's broadcast day.

News Producer
Responsible for the production of regularly scheduled TV newscasts; schedules and coordinates all TV news personnel as their efforts relate to the production of a news program.

News Reporter
Gathers news in the field; writes news stories to be used in TV news programs and reports TV news stories.

News Photographer
Responsible for the effective operating camera and editing of the film/tape visual and audio aspects.

Sportscaster
Collects and prepares information for reporting sports events and conducts interviews. Presents sports news segment on regular news programs.

Weathercaster
Prepares and delivers weather information within station newscast.

Assignment Editor
Maintains files and information relating to news events and plans the daily operation of news coverage.

Production Assistant
Responsible for overall production quality of all commercials, promotionals, public service announcements.

Producer/Director
Directs broadcasts, commercials, announcements and other locally produced programs. Responsible for the final product being developed.

Staff Artist
Designs print media advertisements, various graphics for "on-air usage," and graphics for use in commercials.

Traffic/Computer Operator
Prepares minute-by-minute schedule of all on-air television programming, commercials and public service announcements. May be responsible for entering all pertinent data into the computer and generating necessary reports.